

Campaign, continued from page 1

To be eligible, applicants must: address a documented health need faced by an underserved population; provide community-oriented primary health care services for an underserved population; demonstrate collaborative linkages between primary care providers and other community groups in the delivery of care; document improved access, as well as health-related outcomes for the populations served that are attributable to the program; state program goals, principles, methods and resources; and, provide testimony from various individuals that

further demonstrate the program’s success.

Remember, Professional and Scientific Associates (PSA) must receive all MTW applications by February 27, 1998. For more information, or to receive your copy of the 1998 MTW Competition Announcement and Nomination Form, call (800) 859-2386; fax your request to (703) 442-9826; write to: PSA, Attn: Melizza Ford, 8180 Greensboro Drive, Suite 1050, McLean, Virginia, 22102; download a copy from the MTW website; or, send an email message to [models@hrsa.dhhs.gov](mailto:models@hrsa.dhhs.gov)

## NEW COSPONSOR WORKGROUPS CREATE MOMENTUM, SUSTAIN PROGRAM INITIATIVES

At the MTW Steering Committee last November, five cosponsor workgroups were formed to assure that efforts to identify, disseminate and replicate innovative strategies of health care delivery will continue into the new millenium.

Since its inception, the MTW Campaign has identified twenty outstanding programs, produced an award-winning videotape on the 1996 MTW winners, helped replicate successful service delivery strategies in communities across the country and maintained a computerized database that supports the MTW Clearinghouse, stores information on more than 400 innovative health programs and offers invaluable resources (conference presentations, articles, website, technical assistance) to healthcare professionals, academicians, community groups, and others.

Descriptions of each workgoup and MTW staff responsible for coordinating activities, scheduling meetings and providing administrative and technical support are listed below. If you are interested in joining one of the following workgroups, call the contact person indicated.

*Replication Workgroup:* Market innovative strategies and continue successful efforts to develop new models of primary care. Contact: Mechelle Abernathy, (301) 594-4334.

*Informing Public Policy Workgroup:* Urge local, state and Federal policymakers to embrace the lessons learned through MTW on innovative primary health care programs. Contact: Mechelle Abernathy, (301) 594-4334.

*Funding Workgroup:* Respond to opportunities with existing and potential Campaign cosponsors for in-kind and financial contributions. Contact: Tracy McClintock, (301) 594-4340.

*Visibility Workgroup:* Increase public knowledge of the MTW Campaign as a major repository of information on primary care innovation and replication. Contact: Tracy McClintock, (301) 594-4340.

*Evaluation Workgroup:* Provide guidance on collection and analysis of data to assess the impact of MTW (information dissemination, health status outcomes, influence on public policy, replication). Contact: Regan Crump, (301) 594-4307.

## MTW Mission

To increase access to primary and preventive health care for underserved and vulnerable populations by fostering the dissemination, replication and adaptation of innovative community-driven solutions.

Cosponsor, continued from page 3

Health Care Financing Administration  
Migrant Clinicians Network  
Office of Rural Health Policy (HRSA)  
National Association of Community Health Centers  
National Association of County and City Health Officials  
National Association of Public Hospitals  
and Health Systems  
National Center for Farmworker Health  
Pharmacia and Upjohn, Inc.  
W. K. Kellogg Foundation

Scoring economic dividends



# Models THAT WORK Update

Volume 2, Number 3

January 1998

## YEAR 2000: VISION FOR MTW

The MTW Campaign will expand and realize success beyond earlier predictions with the collaborative support of current and new cosponsors, strong leadership from HRSA and the MTW Steering Committee, and efficient coordination of the various Campaign components. Our vision for the year 2000 is one where MTW is nationally recognized as:

- the national Campaign responsible for creating access to comprehensive systems of quality health care for millions of previously underserved people through the adaptation of community-driven strategies and models identified through our Competition;
- a vibrant results-oriented public-private partnership that informs public policy through the valuable lessons we share;
- the best known search mechanism and respository for creative and successful primary health care strategies, and models for implementation of those strategies; and
- an accomplished technical advisory and health professions training network for the dissemination of innovation in preventive and primary health care.

Please contact MTW staff to help us refine our plans and determine how cosponsors, HRSA and the MTW audience can more actively contribute to fulfillment of the vision. Uninsured, underserved and vulnerable populations around the country, especially our children, will benefit immensely from the synergy of our continued collaboration.

For an electronic copy of *MTW Update*  
email your request to: [models@hrsa.dhhs.gov](mailto:models@hrsa.dhhs.gov)

## MODELS THAT WORK CAMPAIGN ANNOUNCES 1998 COMPETITION

Do you know organizations that are using their creativity to increase primary health care access and improve health status of otherwise underserved communities? If so, pass on the news—the MTW sponsors and cosponsoring organizations proudly announce the third MTW Competition to honor and recognize outstanding programs, or systems, that demonstrate innovation, quality and outcomes in primary health care. Applications for the MTW Competition must be received by February 27, 1998 to be considered as one of the five winning models honored for service delivery that effectively increases access and improves health status and economic outcomes for underserved populations.

To bring attention to successful child health initiatives, this year the MTW Competition will recognize one innovative delivery model addressing child health outreach. This award will be given to the applicant that best uses creative strategies to find, insure and connect hard to reach children to a system that provides continuous and comprehensive high-quality health care.

Along with the national recognition of being selected as one of the five winning models, or special honoree, representatives from each model will attend an awards ceremony and media event in Washington, DC; receive technical assistance and compensation to develop resource materials for others wishing to adapt their winning model; an honorarium and reimbursement for expenses incurred to conduct presentations at national, regional, and local conferences on how to replicate or adapt their winning model; and, opportunities to market their strategies through MTW and cosponsor publications, an electronic database, and media events.

*Who is eligible?* Any group of organizations that collaboratively provide community-oriented health care services to an underserved or vulnerable population may nominate their program, or system.

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MODELS THAT WORK: THE VIDEO

The 1996 MTW video has arrived. It provides an engaging, thorough and inspirational opportunity to “spread the word” about Campaign goals, the Competition, models, strategies, “lessons learned” and successes. Feel free to use the video as a tool to rally and activate everyone interested in creating health care systems that utilize community-based solutions while overcoming barriers to health care access.

We encourage you—individuals, groups and corporations—to include the video in training sessions; seminars; community viewings; town hall forums; educational programming; retreats; meetings; and, conferences.

Marilyn H. Gaston, M.D., director of the Health Resources & Services Administration’s Bureau of Primary Health Care (HRSA/BPHC), said this about the new video, “Seldom do we see so many fine examples of innovative primary health care delivery programs in one setting.”

View the video with groups that could adapt one of the models for their community; potential funders; community, religious, and political leaders; and, anyone involved in your community’s health care. The video features on-site coverage of the 1996 MTW winners; testimony from local, state, and federal elected officials; program participants; and others who act as a catalyst to provide innovative, far-reaching, and cost-effective primary health care delivery systems for America’s neediest citizens.

The 1996 MTW video is available at cost for \$15.00 by calling Melizza Ford at (800) 859-2386; fax your request to (703) 442-9826; or, write (enclosing a check or money order for \$15.00 per video) to: PSA, Attn: Melizza Ford, 8180 Greensboro Drive, Suite 1050, McLean, Virginia, 22102.

WEBSITE EXPANDS OUTREACH EFFORTS

If you haven’t been to the MTW Website lately, you’re missing out on a valuable research and development tool. Here are the highlights:

**Strategy Transfer Guides Available for Download.** The complete text Strategy Transfer Guides for the 1996 Winners and Special Honorees are now available for download. Check out the *MTW Replication Strategy* page for more information.

**The 1998 Competition Announcement is Online.** The 1998 MTW Competition Announcement and Nomination Form is available for

download. Visit the *1998 MTW Competition Announcement and Nomination Form* page.

**Updated Presentations and Publications Listings.** The complete list of conference presentations and all articles featuring Campaign winners and special honorees is available on the website. See *Models Presentation*.

We are also preparing to give the site a major facelift, changing the entire web experience. The new interface will contain more graphics and the site organization will be more intuitive. If you have a slow Internet connection or an older browser don’t despair...we will install a text version of the new site, too.

Visit us at: <http://bphc.hrsa.dhhs.gov/mtw/mtw.htm>

VIDEO HIGHLIGHTS

The new MTW video features testimonials from congressional representatives, consumers, state/local officials, health professionals and program staff. Each segment describes the public/private sector partnerships that help sustain these innovative grassroots programs and strategies that eradicate barriers to primary health care for America’s neediest citizens.

These photographs offer a glimpse at two MTW winners that are providing better, lower cost health care, while fostering economic and social benefits in communities throughout the nation.

*The Los Angeles Free Clinic serves more than 60,000 homeless and runaway youth each year. Clients receive comprehensive medical and mental health care, job training and placement assistance, family planning services, HIV education, counseling, and testing.*



*Corina Najera reads to a child from the local community. Project Vida, located in El Paso (TX), has created several programs that respond to the unique and overwhelming needs and possibilities in the nation’s fifth poorest metropolitan area.*



C O S P O N S O R S P O T L I G H T

Without cosponsors, it would be very difficult to conduct a competition to identify the innovative systems of care that provide primary and preventive health care to underserved and vulnerable populations. When the MTW Campaign was launched, the BPHC had little trouble finding partners. More than 30 of the nation’s leading health care organizations, national associations, foundations and corporations accepted the challenge and became active participants in developing, supporting, implementing and evaluating the Campaign.

Thanks to the MTW Cosponsors, millions of Americans have greater access to care. By inviting the winning models to present at a conference, distributing promotional materials at an exhibit, disseminating information about the Campaign via news releases, or recommending a colleague to serve on the panel that selects the 1998 MTW winners, our cosponsors help stimulate a national debate about the nation’s most successful and creative community-based approaches to cost-effective health care.

During the last four months, the following organizations have made it possible for the MTW Campaign to promote the health care systems that are providing jobs, positive health outcomes and much-needed social services to underserved populations.

In Tucson (AZ), the Rural Health Office of the *University of Arizona’s Health Sciences Center* has signed on as a cosponsor. One of the many benefits of this partnership includes the translation of the 1998 MTW Competition Announcement and Nomination Form into Spanish. In addition to promoting replication of innovative service delivery systems among border states (Texas, New Mexico, Arizona and California), sharing the Competition Announcement in English and Spanish .

The Healthcare Forum, a San Francisco-based association with more than 1,000 members joined the MTW Campaign as a cosponsor. Through their annual Summit, conferences, website, bi-monthly journal and leadership retreats, the Forum works with leaders from healthcare organizations, communities, universities, government and corporations to transform healthcare.

Last year, they began a five year partnership with The Walt Disney Company and Florida Hospital to create the Accelerating Community Transformation Project (ACT). Six communities, including 1996 MTW Campaign special honoree, *Growing Into Life Task Force*, were selected to participate in the project. ACT provides these communities access to a state-of-the-art distance learning program in healthy communities skill-building and seeks to achieve measurable improvements in community health and well-being.

Since joining as a cosponsor, the Forum has featured information about the MTW Competition in their journal, and invited MTW

models to present “lessons learned” in Philadelphia (September 26-29, 1998) and Orlando (October 24-27, 1998) during the Healthier Communities Best Practices Forums.”

Although The Healthcare Forum and the University of Arizona are sharing the spotlight in this edition of *MTW Update*, there are some other organizations who deserve kudos. Here is a sampling of the upcoming events that showcase MTW:

From February 28-March 4, MTW will staff an exhibit at the annual meeting of the *American Association of Dental Schools* in Minneapolis. Later this spring, two MTW models help celebrate 25 year’s of service to underserved and vulnerable populations when the *National Health Service Corps* marches into the Washington, DC for a highly-anticipated anniversary conference, April 23-25. And, in Pittsburgh, participants at the annual meeting of the *Community-Campus Partnership for Health* (April 27) will hear from *Heart, Body and Soul, Inc.* (‘95 winner) and *Abbottsford & Schuylkill Falls Community Health Centers* (‘96 winner). The State of Florida is the site of two MTW presentations this year. In March, representatives of the MTW Campaign will be on hand when the *University of Florida Health Science Center* presents “Women’s Health and Research: Health Education on Special Populations,” March 13-15, in Gainesville. And, in May, a member of the MTW staff and one of the 1998 winning models make a joint presentation when the *National Rural Health Association* gathers in Orlando (May 13-16). Later this summer, the *National Conference of State Legislatures* has agreed to provide MTW a slot in the conference program during their annual meeting in Las Vegas (July 20-24).

Speaking of reviewers (*well, somebody has to read those nomination forms*), the following organizations have already agreed to provide food, lodging and travel expenses for at least one person to help select the 1998 MTW winners:

- American Association of Colleges of Nursing
- American Association of Colleges of Osteopathic Medicine
- American Association of Dental Schools
- American Clinical Laboratories Association
- American Public Health Association
- Association of Asian Pacific Community Health Organizations
- Association of State and Territorial Health Officials
- Bureau of Health Professions (HRSA)
- Catholic Health Association of the United States
- Centers for Disease Control and Prevention,
- Public Health Practice Program Office
- City MatCH
- Congress of National Black Churches, Inc.

Cosponsor, continued on page 4

Multiplying community solutions, Overcoming barriers,